

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2018/2019

LCA 2017 CHANNEL ARCHITECTURE IN STRATEGIC COMMUNICATION

(All sections)

4 MARCH 2019

9.00 am – 11.00 am

(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of **ONE** printed page **ONLY**.
2. Answer all questions.
3. Write your answers in the **Answer Booklet** provided.

ANALYTICAL QUESTION [50 MARKS]

Instructions: Read the information below and write an integrated strategic communication programme.

Background

Lazada Group is a Southeast Asian e-commerce company founded by Rocket Internet and owned by Alibaba Group. Launched in 2012, Lazada is the number one online shopping and selling destination in Southeast Asia – present in Indonesia, Malaysia, the Philippines, Singapore, Thailand, and Vietnam. Lazada helps more than 80,000 local and international sellers, as well as 2,500 brands, serve the 560 million consumers in the region through its marketplace platform, supported by a wide range of tailored marketing, data, and service solutions (“About Lazada”, 2016). Lazada saw Malaysians spend more than RM10 million on Lazada in just one day with the 11.11 Online Revolution campaign in 2018.

Question

As a strategic planner for Lazada Malaysia, you have been tasked with developing a strategic communication programme for 2019’s 11.11 Online Revolution campaign at the end of the year. You will need to come up with a “Big Idea” that will be carried throughout the campaign and deliver the sales target of RM 20 million in Gross Merchandise Value (GMV). The campaign is slated to begin on 11 October and run through until 12 December 2019 with the peak of the campaign being on 11 November. You have been given RM750,000 for the entire campaign period. Based on all the information provided, write an integrated strategic communication programme that fulfills the objective of Lazada’s 11.11 online revolution campaign according to the problem solving model criteria below:

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|-------------------------------|-----------|
| i) Identify the Problem | (5 marks) |
| ii) Campaign Objective | (5 marks) |
| iii) Target Audience | (5 marks) |
| iv) Channels of Communication | (10marks) |
| v) Key Message | (5 marks) |
| vi) Budget Allocation | (5 marks) |
| vii) Execution Timeline | (10marks) |
| viii) Campaign Evaluation | (5 marks) |

End of paper

